



RADIO DAILY



Serving the Better Interests of Commercial Radio and Television

VOL. 1, NO. 29

NEW YORK, MONDAY, MARCH 22, 1937

FIVE CENTS

Engineers on 40-Hr. Week

FORD MOTOR RENEWS TWO WEEKDAY SHOWS

Ford Motor Co., Detroit, has signed 13-week renewals on both of its weekday shows on NBC and CBS. NBC renewal goes into effect on April 10 along with the new spot for Rex Chandler's orchestra, Saturdays, 7-7:30 p.m., with repeat to the West Coast at 11 p.m., on 60 NBC-Red stations. The last program on the NBC-Blue for this show will be heard on April 2.

CBS program, "Watch the Fun Go By," featuring Al Pearce & His Gang will be renewed on April 6 on 82 CBS stations, Tuesdays, 9-9:30 p.m., with rebroadcast at 12 midnight. Two stations WSPD, Toledo, and WOWO,

(Continued on Page 2)

Mrs. Roosevelt Series Will Begin on April 21

Mrs. Franklin D. Roosevelt will begin her 13-week series of talks on April 21, 7:15-7:30 p.m., over a nationwide network of 29 NBC-Blue stations. Program will be under the sponsorship of Lamont Corliss Co., (Pond's face powder) and was placed by J. Walter Thompson Co., New York.

Radio News Ass'n Gets Members in Maryland

The recently organized Association of Radio News Editors and Writers has acquired good representation in Maryland. Bob Hurleigh, WCAO, and Charles Roeder, WCBM, represent the Baltimore membership of ARNEW, while western Maryland has H. B. McNaughton of Cumberland's WTBO.

Aids in Disaster

Henderson, Tex.—A small radio station, opened in the Randolph Hotel here by Ted Hudson only a day before the New London school disaster last week, immediately went into service in summoning aid and helping bereaved parents in getting information about children who were victims of the explosion.

In Costume

Ft. Worth—Handling as many as 19 daily remotes, including the World's Championship Rodeo from the grounds of the Southwestern Exposition and Fat Stock Show, all KTAT announcers dress in cowboy regalia to be in character with the events broadcast and to carry out the atmosphere of the show.

SINCLAIR CBS SHOW HEADED BY BABE RUTH

Babe Ruth has been signed to head an all-baseball show to be sponsored by Sinclair Refining Co. Program will be aired Wednesday and Friday over CBS, 10:30-10:45 p.m., with the first program set for April 14. Broadcast will be heard over a hook-up of 59 stations and will originate from WABC, New York. Federal Advertising agency has the account. John Reed King will be the announcer.

IGA Stores Renewing Disks on 11 Stations

Independent Grocers Alliance Distributing Co., Chicago (IGA grocery stores), on March 28 will renew its WBS transcriptions entitled "One Girl in a Million" over 11 western stations (WCCO, WDAY, KFYR, WHO, WIBW, KOA, WKY, WMBH, WIND, KFI, WTMJ). Schedule calls for quarter-hour disks three times weekly. KJR, WCSH, WOWO have recently been added to the schedule

(Continued on Page 2)

Technicians of NBC and CBS Work Out Five-Day Week to Start on or Before Sept. 1

BACHEM IS APPOINTED AIDE TO ROY WITMER

John H. Bachem, eastern division sales manager of NBC, has been made assistant to Roy C. Witmer, vice-president in charge of sales, effective April 1. Bachem's new duties will include supervision of sales operations in the Detroit, Cleveland and Pittsburgh divisions and other special assignments.

Bachem came to NBC on Nov. 14, 1932, after 14 years in the magazine field.

New Studios of WHBF Have Gala Dedication

Rock Island, Ill. — Public officials and civic leaders joined with the management and staff of WHBF in dedication ceremonies Friday and Saturday in connection with the opening of the station's new studios and offices in the Safety office building in downtown Rock Island.

WHBF, which serves the metropolitan district comprising Rock Island and Moline, Illinois and Davenport, Ia., now has modern studio facilities in each of the three cities.

The opening, which was postponed because of the death of James L. Hughes, station manager, who died

(Continued on Page 8)

The two "inside unions" representing the engineering personnel of all 15 NBC owned and operated stations and the nine CBS owned stations, namely, the Association of Technical Employees of NBC and the Associated Columbia Broadcast Technicians, have completed arrangements with their respective managements whereby on or before Sept. 1 all CBS and NBC operating engineers will be working a five-day 40-hour week and at no reduction in wages.

Heretofore engineers have been working on a six day 48-hour week. Question of reducing the hours for engineers arose over a year ago, but because of the unsettled business conditions at that time the question was tabled.

Delay in putting the plan into immediate effect is due to the selection of new employees that will of necessity have to be added and the summer vacations which will begin shortly. There are approximately

(Continued on Page 3)

Senators to Confer On Radio Probe Bill

Washington Bureau of THE RADIO DAILY — Senator Wallace White (R., Me.) expects to confer with Senator Burton Wheeler in the next few days regarding the latter's proposed bill calling for an investigation of the entire broadcasting industry. Wheeler, who favors classifying radio stations as public utilities under government regulation and who attacked the radio chains last week, told Radio Daily he does not intend to introduce a measure of his own.

CBS Announcers' I.Q.

Chicago's CBS announcing staff has issued a challenge to the Gotham bunch for a battle of wits which was immediately accepted here. So "Battle of Wits" will be aired via the CBS network April 1, either 2-2:30 or 2:30-3 p.m. Word-slingers will engage in a contest whereby they'll be questioned on spelling, knowledge of music, pronouncements, and ad libbing.

★ THE WEEK IN RADIO ★

... A Movie Man's Bogey

By M. H. SHAPIRO

AT THE 17th Annual convention of the Motion Picture Theater Owners of America, held last week in Miami, radio came in for another slam as the deadly enemy of the box office. Every gathering of this sort always has its bogey; the counterpart may be found cut and bleeding wherever and whenever a trade organization expects to collect dues. . . . No one mentioned the millions of dollars of free spot advertising that the picture industry receives,

nor the same amount in free spot announcements for individual pictures when song sources are credited. . . .

Electrical transcription biz continues to flourish, the NBC Thesaurus division showing an increase for February of 113 per cent over the same period a year ago. . . . Lucky Strike cigarets set its CBS noon program for femme edification, rather

(Continued on Page 2)



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FINANCIAL

(Saturday, Mar. 20)

NEW YORK STOCK MARKET

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	171½	171¼	171¼	— ¾
Crosley Radio	24½	24½	24½	— ½
Gen. Electric	56½	55½	56	— ½
North American	28½	28¼	28¾	+ ½
RCA Common	11½	11½	11½	— ¾
RCA First pfd.	77¾	77½	77¾	+ ¾
RCA \$5 Pfd. B.	19	18¾	18¾	— ½
Stewart Warner	35½	35½	35½	+ ¼
Zenith Radio	35½	35½	35½	+ ¼

NEW YORK CURB MARKET

Hazeltine Corp.	2¾	2½	2¾	+ ¼
Majestic				
Nat. Union Radio	2¾	2½	2¾	+ ¼

IGA Stores Renewing Disks on 11 Stations

(Continued from Page 1)

and are now broadcasting the recordings made for the initial campaign which began last fall. For the original station list, this is the third 13-week renewal. Charles Daniel Fry Frey Co., Chicago, is the agency.

Ford Motor Renews Two Weekday Shows

(Continued from Page 1)

Fort Wayne, will remain on the network until April 27 when stations become affiliated with NBC. Effective with the renewal date KOY, Phoenix, and WKBB, Dubuque, will be added to the CBS-Ford network. N. W. Ayer & Son Inc., New York, is the agency.

Studin Joins Star Radio

Daniel C. Studin, formerly with the National Union Radio Corp. has joined Star Radio Programs as vice-president and general manager.

Have You Heard FOR YOU

Sensational Ballad from "The King and the Chorus Girl" Starring Fernand Gravet

HARMS, INC.

RCA Bldg. New York City

★ THE WEEK IN RADIO ★

... A Movie Man's Bogey

(Continued from Page 1)

a new departure in such advertising. . . . CBS will break ground within the year at its huge plot assembled at Park Avenue and 59th Street . . .

Senator King of Utah brought up the question of partiality of the webs to the President's proposed Supreme Court changes, but the networks disproved this via the logs which showed 111 broadcasts, with 57 on talks favoring the proposed changes and 54 opposing. . . . Senator Wheeler said he was still working on his proposed investigation of radio press situation. . . . and in Chicago, James A. Petrillo, head of the local musician's union, pulled an orchestra out of a hotel because the management refused to pay the Social Security tax on the ground that the band leader was the employer of the men in question. . . . Petrillo says the hotel is the real employer. . . .

Senator King again broke into print on Wednesday when he spoke the day before about "curbing radio chains". . . . promising complete support of anticipated probe as suggested by Congressman Connelly. . . . WHN was set as the New York outlet for WLW, Cincinnati. . . . with Transamerican acting as sales repre-

sentative for the hookup. . . . E. Katz Special Advertising Agency continues of course as WHN's national rep.

Tiny Ruffner aligned himself with the Rutlrauff & Ryan agency, after a long association with Benton & Bowles. . . . WSM, Nashville, was the first big watter to sign with Van Cronkhite Associates, Inc., supplying a special news merchandising service. . . . Ralph Wonders started at Rockwell-O'Keefe talent agency as head of radio department. . . . Peter de Lima, joined Lyons & Lyons in similar capacity. . . . NBC is seeking to work out better cooperation with its newspaper owned affiliated outlets. . . . with a view toward better break in the respective journals. . . .

International News Service (Hearst subsidiary) begins a special news service via short-wave, to meet the requirements of some of the smaller stations on news which can be transmitted to the stations cheaply. . . . FCC and the matter of the four Brooklyn stations up again, with speed promised by Chairman Prall.

Modernized Studios Are Opened by KFOR

Colorado Springs — KFOR's new studios and business offices have opened after almost four months of remodeling, redecorating and refurbishing. Colorado Springs radio enthusiasts are taxing the twin studios and twin reception rooms to capacity for all studio programs.

Improvements at KFOR were launched immediately after the E. K. Gaylord interests took over KFOR last November. KFOR has added 15 studio programs since Jan. 1. Guests are invited to witness all these broadcasts.

In addition to a 210-foot Blaw Knox vertical radiator, KFOR is installing a Western Electric transmitter at its mile from the city transmitter site.

Esquire Taking Coronet Spot

On April 2 David A. Smart, publisher of Coronet, will transfer the "Coronet on the Air" program from WOR to a nationwide network of 29 NBC-Blue stations, Fridays, 9:30-10 p.m. Esquire, another Smart publication, will take over the WOR time, Tuesdays, 8-8:30 p.m. with a new show on April 6.

The same talent line-up consisting of Deems Taylor, a dramatic cast, guest stars, and Robert Armbruster's orchestra will be on the NBC show. Spot is placed directly before another Batten, Barton, Durstine & Osborn account featuring Jack Pearl for Kool & Raleigh cigarettes. BBDO will also handle the WOR-Esquire program.

Leath Stores Renew WROK Series for Year

Rockford, Ill.—I. H. Hartman, president of Leath & Co., operating 31 retail furniture stores in the middle west, has renewed a yearly contract with WROK, continuing the daily Man-on-the-Street broadcast which was originated at WROK by Leath's in October, 1934, as the concern's first venture into radio advertising.

In renewing the contract, Hartman increased the length of the broadcasts from 10 to 15 minutes and also signed as sponsor of WROK's Musical Clock from 6:30 to 7:30 a.m. daily. Expenditure with the Rockford station runs approximately \$200 weekly.

Leath's began radio advertising on WROK on an original eight-week arrangement. At the end of that time they renewed on a yearly basis. At the present time Leath's sponsors programs on 14 stations in the middle west.

New NBC Show for Phillips

Charles H. Phillips Chemical Co., New York (Phillips Milk of tablets, toothpaste), subsidiary of Sterling Products Inc., will launch a comedy script show, "Lorenzo Jones," on the basic NBC-Red network on April 26, Mondays through Thursdays, 4-4:15 p.m. Contract is signed for 52 weeks through Blakett-Sample-Hummert, Inc., New York.

Edward Smith Free-Lancing

Edward H. Smith, who left WNEW last week, will write some scripts on special assignments for WPA, but will continue as a free-lance writer and actor.

COMING and GOING

O. B. HANSON, NBC chief engineer, has been confined to his home for the past three days due to illness.

SYLVIA FROOS sails on the Paris next Saturday for London.

CHARLES M. KAPLAN of WIP sales staff, is due back at his desk Friday after a California trip.

EDITH DICK is vacationing in Palm Beach but will return for her Hit Parade airings.

ROLLAND J. HAMILTON, president of the American Radiator Company, sailed aboard the Pennsylvania on Saturday for California via Havana and Panama. Also aboard were CHARLES A. MILLER, president of the Miller Brewing Co., and MRS. MILLER.

JOSEPH H. NEEBE, Campbell-Ewald Co., Inc., executive on Chevrolet radio activities and C. P. FISKEN, advertising manager for Chevrolet Motor Co. are in New York supervising the WES recordings of the new "Rubinoff Musical Moments Revue" to be on 400 stations by April 4 sponsored by Chevrolet.

TOM FITZDALE, Chicago radio publicitor, is on a three-week trip to the east to contact agencies and radio editors.

CHARLES E. GREEN, president of Consolidated Radio Artists, has returned to New York after a two-week visit of the Dallas, Chicago and Cleveland offices of the firm.

JACK BENNY, MARY LIVINGSTON, KENNY BAKER and DON WILSON, left New York yesterday enroute to Hollywood. Tomorrow they arrive in Waukegan, Ill., the birthplace of Jack, where they stop off to be honored on "Jack Benny Day."

MAX FINN of Boston, general manager of E. M. Loew Theaters, Inc., is in New York to meet his wife who is flying from the West Coast where she has been vacationing.

Adv'g Censorship Bill Moves Ahead at Albany

Albany — The radio broadcast advertising censorship bill has been introduced in the Assembly by William H. Mackenzie. This procedure, with a Democratic introducer in the Senate and a Republican in the Assembly, makes the bill non-partisan and strengthens its chances of passage.

Measure would place all radio advertising matter under supervision of the Motion Picture Division of the Education Department. Disks as well as live announcements are included. A charge of 10 cents a word would be charged for reviewing such matter. The bill would go into effect July 1.

Carlson Wins Point

New Orleans — Charles Carlson, owner of WJBW, has obtained a two-week stay of the hearing on the injunction which Southern Broadcasting Co. is asking against him.

LEO SAYS:

Smart sponsors know that WHN's No. 1 SHOWMANSHIP helps increase sales!

WHN DIAL 1010
AFFILIATED WITH
M.G.M. LOEW'S



**WCKY Taxi Program
Renewed for 52 Times**

Cincinnati — Taxicab Night Club program, sponsored over WCKY by Taxicabs of Cincinnati Inc., operating Davis Cabs and Yellow Cabs, has been renewed for 52 times. Program, which features cooperation with the city safety department's campaign to end speeding and reckless driving, has just completed its first 52-time series, twice weekly. Dance transcriptions with "guest artist" vocalists are used.

Whiteman Anniversary

As a pre-celebration of Paul Whiteman's birthday, which is March 28, NBC will present the dean of modern American music in a gala radio program on March 24 over the NBC-Blue network, 9-10 p.m. Whiteman's orchestra will join the NBC Symphony Orchestra, with the maestro directing the massed unit.

Montgomery-Ward Auditions

Chicago — Montgomery-Ward has been auditioning numerous shows, with nearly all agencies submitting scripts. A show written by Cal Devoll is said to have taken their fancy. Wrigley also is reported searching for spot idea for network use.

Bernie Returning West

West Coast Bureau of THE RADIO DAILY Hollywood—Ben Bernie, who left for Miami Beach, Fla., after last Tuesday's American Can broadcast, changed his mind about remaining away and plans to resume his coast broadcasts April 13, when he will have Eddie Cantor as guest.

Elgin After Time Breaks

Chicago—Elgin is now making an attempt to get a few time-signal breaks in competition to Bulova. J. Walter Thompson handling the effort.

Mrs. Atlass Ill

Chicago — Mrs. Frank H. Atlass, mother of Leslie and Ralph Atlass, CBS and WIND execs, is ill in Honolulu.

AGENCIES

THE IZZARD CO., national advertising agency of Seattle, is expanding into the radio field on April 1 with its merger of Sage & Mullins, advertising agency, and appointment of Francis G. Mullins, former head of Sage & Mullins, to the position of vice-president. Mullins was for three years on the staff of Totem Broadcasters, prominent radio program unit of Seattle. Marjorie McPherson, who has been radio director of Sage & Mullins, becomes director of the Izzard agency's radio department. W. H. Horsley is president of the Izzard Co.

WALTER S. ROSS has resigned from the A. W. Lewin Co. advertising agency, Newark, effective March 26.

CHARLES W. HOYT CO. INC. today moves to new quarters at 551 Fifth Ave. Agency also has branch offices in Hartford and Boston.



"LATE NEWS"

Sustaining
WMCA, Monday through Friday,
1-1:15 a.m.

LATE HOUR NEWS SERVICE WITH POSSIBILITIES IN COMMERCIAL END.

WMCA supplements four other news broadcasts with this 1 a.m. period, news being supplied from Universal, International and United Press dispatches. Atmospheric stuff of the "WMCA News Desk" includes a typewriter or two being pecked in the background and the newscaster frequently mentions more bulletins coming up.

News is a resume of the day and evening happenings, major stories being treated at length and toward the close the bulletins of shorter duration bring to the mike considerable number of items. Spot possibly could go commercial, it would seem, and at present makes an attractive time for the spot announcements heard before and after. Apparently it is an experiment worth trying.

"MARRIAGE PROPOSALS"

With Newell Davis and
Fanny May Baldrige
Sustaining

WMCA, Fridays, 3:15-3:30 p.m.

PLEASE SKIT COMBINING ROMANTIC EPISODES WITH A BIT OF MUSIC.

As one of the category of "real life" episodes, but presenting the romantic side of life instead of the melodramatic or violent, this makes a pleasing quarter-hour of light entertainment. The idea is to dramatize actual proposals as they took place in the love affairs of married couples, with one of the principals in the case being introduced at the studio presentation.

The dramatization is nicely handled, with appropriate song numbers being worked into the continuity.

**NBC, CBS Engineers
Arrange 40-Hour Week**

(Continued from Page 1)

400 persons in the NBC engineering department with 350 belonging to the NBC association. In CBS 160 engineers are members which excludes the 20 in the general engineering department who do not have cards in the CBS "union."

It is estimated that the new hour scales will cost NBC about \$125,000 more annually and CBS will probably add about half that amount to its engineering budget.

Inquiry at WOR revealed that the engineering staff there had its own "inside union" which operates under the title Association of Technical Employees of WOR. WMCA reported no engineering organization in its station. In the two latter stations, engineers are at present on a 48-hour schedule Associations, in all three cases, are in no way associated with the A. F. of L. or the CIO.

Woman's Program on WINS

Laura Mundi, at WINS, is teaching them to stretch pennies via the new Star Radio Programs feature, "Good Morning, Neighbor!" The program is an informal chat for women, showing them how to save money and otherwise brighten up their domestic routine.

**Guy Lombardo says
CARELESSLY**

is the best song in years!
Norman Ellis Music Pub.
113 West 57th St. New York City

**Premiums Being Used
By 5 WBT Advertisers**

Charlotte, N. C.—Five WBT advertisers are using premiums in connection with their air programs. RCA Corp. offers an auto radio to the writer of the best 25-word letter on "Why I Prefer RCA." Beeman Laboratories offer aluminum sets for best 50-word letter. Pendleton Distributing Co. offers a Gibson Electric refrigerator for a 100-word slogan. Procter & Gamble gives a package of flower seeds for a top of an Oxydol box and ten cents. Drug Trade Products gives samples of Acidine and Ku-Bak shampoo plus a picture of "The Briarhoppers" for a Peruna box top.

Lum and Abner in Chicago

Chicago—After broadcasting from Hollywood since Jan. 15, Lum and Abner (Chester Lauck and Norris Goff), heard Mondays through Fridays at 7.30 p.m. E.S.T. over the NBC-Blue net, are here on a business trip and will broadcast from this city for a week or two starting today.



Worthy of Network recognition . . .
Zeke Manners and his gang are heard only locally via WMCA.
Yet we're told they receive an average of 2,500 letters weekly . . .

DERN IT!

Yer Right Agin' Scoops

BUT

We Do Git "Network Recognition"

**TOMORROW NIGHT WITH
AL PEARCE'S FORD SHOW**

ON COLUMBIA NETWORK FROM 9:00—9:30 EST.

ZEKE MANNERS

with

Elton Britt, Gigglin' Gab, Hank and Ace.

EXCLUSIVE MANAGEMENT

LESTER LEE

ARTIST'S SYNDICATE OF AMERICA, INC.

R. K. O. BUILDING, NEW YORK

DIAMOND

KIMBERLEY DIAMOND MINE:

To get some measure of the actual size of this mine, look at the comparative size of the big building on the left.



HUNTING ?

In the town of Kimberley, South Africa, is the largest man-made hole on earth. It marks the spot where diamond-bearing soil was first uncovered; where prospectors squeezed hundreds of claims within an area no larger than the Yale Bowl.

Just outside of town is *another* diamond field: the richest in the world. It lay there unnoticed while the "biggest hole" was being dug. No one took time to read the geological signs which so clearly proclaimed *its* presence and *its* wealth.

What has this to do with radio?

There are hours on the air *next-door* to the "dis-

covered" hours of radio—*less than a minute away from radio's "established" audiences*. Many air advertisers are discovering the wealth of *these* hours; have already staked claims in them out of which come increasing advertising bonuses!

We think you should know of such hours still available *for your use* — particularly promising hours, for they are on the network which carries radio's richest (radio's strongest) schedules. Let us tell you about them; these rich hours available on the Columbia Network.



THE COLUMBIA BROADCASTING SYSTEM 485 Madison Avenue, New York

Los Angeles

OWEN CRUMP, who returned to KFWB last week after several years away, will start producing a new show to be sponsored by Harris and Frank (men's furnishings), to start next week. Show will be called "Riddle Me This," a question and answer type, with orchestra (Bert Fiske). Weekly, Fridays, 8:30 to 9 p.m. PST. Placed direct.

When Burns and Allen do the leads in "Dulcy" for Lux Radio Theater March 29, they will be supported by four players from the original cast of the New York stage production—Howard Lindsay, Elliot Nugent, Norma Lee and Wallis Clark.

Recording firm of MacGregor and SOLLIE last week became C. P. MacGregor company, with the withdrawal of S. A. SOLLIE. Year ago company moved its headquarters from San Francisco to Los Angeles, opened an up to date transcription plant occupying its own building at 720 S. Western. Firm will continue headquarters here, with branch in San Francisco.

Following the lead of Silverwoods, Los Angeles department store which recently broke the ice by going in for expensive production shows for a one-station outlet (Short Story Playhouse, starring Lila Lee, on KFI), Bullocks last week started auditioning a variety show to use Felix Mills ork, well known vocalists, in KNX studios.

Larry White, CBS Columbia Artists Inc. head on the Coast will make a Friday to Wednesday New York flight, returning with Lawrence Lowman, vp. in charge of Station Operations, who is to spend some time here in connection with new studio details.

Ben McGlashen's KGFJ is adding a second short wave experimental transmitter, to use the ultra high frequencies, working with 500 watts output on 120,000 kc, with call letters W6XRE8. This, as well as W6XKG (25,950 KG.), will operate 24 hours a day, carrying KGFJ's programs. New transmitter goes into operation immediately.

Radio Recorders dinking Salvatore Santaella's KMTR orchestra and vocalists for a new series to be titled Music Masters.

MAIN STREET

WITH OL' SCOOPS DAILY

• • • What did they do in B. R. (before radio?)... CBSlinger David Ross was the supt. of an orphanage and did a bit of writing as a sideline... Abe Lyman's financial wizard, Harry Weingarten, used to beat the daylight out of the trap drums, while Bandleader Russ Morgan had the toughest time meeting his quota of coal from the mines where his father was a foreman... George Olsen, on the other hand, was in a more refined business—sawing lumber... Rubey Cowan, formerly with NBC artist's bureau and now with Paramount Pictures, had his share of troubles getting bands to play his firm's songs... Music publishing tycoon Bobby Crawford rode atop horses, more concerned with bringing in a winner at the post than making "Hit Parade" next week... Singer Morton Bowe went to town throwing the keys on a linotype machine, many times spelling his own name just for the heck of it... Jerry Cooper gained his spurs pushing the darn trombone slide around in a New Orleans cafe... That divinity of songs, Frances Hunt, was an usherette in Buffalo's Erlanger Theater.

• • • NBC's prexy Lenox Lohr was head-man of Chi's World's Fair, while William Hedges was a member of the Fourth Estate and WOR's Al McCosker was a newspaperman too... Singer Joey Nash had two try-outs with the St. Louis ball club and flunked because he knocked a finger out of commission, whereas Donald Novis was a darn good leather-pusher... Dorothy Lamour was the pretty girl you'd encounter taking the elevator up and asking "floor, please"... Dramactress Mitzi Gould sang hotcha songs with a band, while mimic Arthur Boran played leading man opposite Mae West on the stage... A. L. Alexander was a thespian like Jean Paul King, while Wallie Butterworth sold phonograph records and Bettie Glenn was a hooper with a sister act in vaudeville under the name of Peggy O'Neil... Ralph Kirbery was a flour salesman, while Jack Miller was being knocked around plugging Feist tunes in Boston... Harry Richman sold ladies' underwear, Saul Bornstein was peddling musical instruments to the boys and Phil Duey was a schoolmaster... Millionaire Irving Mills was a songplugger in Philly and Jack Mills was a salesman, whereas Bob Miller sold shoes instead of songs... Announcer Andre Baruch was the guy the girls went for during the summer months because of his tan acquired from being a life guard.

• • • Jack Pearl was a songplugger and still admits that he can't carry a tune, while Cliff Hall was a chorus boy in "Hanky Panky" on account of his brother-in-law gave him the job!... Jack Fraser was the kid you'd like to wring the neck off (if you had a 50-yard-line seat) because he'd be hopping up and down as cheer leader for Brown... Alan Kent sold golf, basket, hand and foot balls before mimicking the page ads from Esquire... Cities Service singer Ross Graham knew the correct amount of singles to give for a ten-spot as bank teller so he got a job as purchasing agent for a utility concern... Col. Stoopnagle was in the lumber business, while Budd was a soda clerk and actor Charlie Cantor was in the shoe business... Harry Von Zell was a prize fighter, while CBS's v. p. Lawrence Lowman was in the hardware store and Bill Lewis sold advertising... The Kansas City Star's city editor was Leo (WJR) Fitzpatrick whose snappy office boy was John Patt, general manager of WGAR, while Beetle was an NBC engineer who tested the networks in the morning hours... Tommy Dorsey and Isham Jones were coal miners while Alan Courtney sold vacuum cleaners and James Rich pumped the organ in movie houses during the melodramas... Jan Peerce sang with Cantor Rosenblatt and WMCA's Jack Combs yelled "whoops" because he was an Indian.

Chicago

HANK WINSTON and Jesse Sutton, piano team have been signed by WBBM and will make their radio debut in a sponsored series each Monday night, 9:45-10 CST. Winston was one time teammate of Harry Sosnick and member of Paul Ash's original stageband.

June Scheible, former CBS publicist and now Mrs. Christopher Mathison, handling publicity for Gertrude Neisen for the Bob Taplinger org.

Everett Mitchell to Minneapolis to interview boys and girls from the "grass roots" for yesterday's Magic Key of RCA program.

Hubert "Scotty" Carson of the Ranch Boys heard on Fitch programs will marry June Fosse.

Fayette Krum, author of "Girl Alone," is back in the studios after a six week sojourn in Arizona.

The "Story of Mary Marlin" popular dramatic serial, will be presented in a new series of broadcasts over ooth blue and red nets of NBC, across the board, beginning Monday, March 29, under sponsorship of Procter & Gamble. Jane Crusinberry who has authored show from first will continue to write it. Under new set-up it will be heard Monday through Friday at old time of 11:15 a.m. C.S.T. and also over the NBC blue at 4:00 C.S.T.

Kay Kyser has completed his Norge Refrig recordings with Tony Wons. Bezak agency of Milwaukee set deal.

Merwyn Bogue of Kay Kyser band a proud pappy of a boy.

Hugh Studebaker, announcer, a St Patrick day casualty due to his fondness of Irish music and attempting to do a jig.

Eighteen page boys at Chicago NBC studios being groomed for announcers by Everett Mitchell, senior mikeman.

Hal Wagner, scripiter for the Deep Rock Oil show, confined to bed with sinus trouble.

Freddy Martin and his ork take a four-day vacation from the Aragon ballroom, March 23-26, with Art Kassel pinch-hitting at Aragon and on WGN-Mutual.

More than 270,000 orders for copies of the book "Today's Children" have been received from listeners to the NBC program since the volume was first offered on the air the week of February 22. It is now in its second edition, the first running 200,000 copies.

At the Rainbow Grill
Emery Deutsch
and His Orchestra
Unusual, Romantic Music
Management Rockwell-O'Keefe
Radio City, New York and Hollywood

1	9	3	7
SUN	MON	TUE	WED
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24	25	26	27
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March 22
Greetings from Radio Daily
to
Chico Marx
Parks Johnson
Bernice Claire
Adrian James Flanter

**WITH THE
★ WOMEN ★**

By ADELE ALLERHAND

JUST before "Hammerstein Music Hall" time t'other night a psychic told Connie Gates she was completely surrounded (figuratively, of course) by California and the barbarous coast. . . . A. B. (after broadcast) she was recipient of Hollywood flicker offer. . . . Sylvia Froos Europe-bound March 27 via S.S. Paris to open at Victoria-Palace in London. . . . then to go Dublin-ward. . . . Sister Betty sails with her. . . . Martha Boswell and famille played hosts to Rockwell-O'Keefe's Bill Burton over the week-end. . . . Jean Ellington over the contralto voice, to succeed Kathleen Barrie over WJZ Sundays, effective yesterday. . . . Abe Lyman's Muscovite nightingale premi-aired on the "Hammerstein Music Hall" program yesterday. . . .



Joan Blaine of "Mary Marlin" fame is at the contract-signing stage for a new network show to begin May 1. . . . Fayette Krum back in Chi after six weeks script-punching on an Arizona ranch. . . . Lily May Ledford, WLS fiddlin' lass from Kaintucky, fiddles better with her shoes off. . . . she beats time thata way. . . . Drammagal Ruth Bailey soon to be lead in CBS-MBS "Bachelor's Children". . . . Which places her on three networks. . . . WMCA's Ruth Robbins will make vocal music as guest songbird on that station's Fox Amateur Hour March 29. . . . Charlotte Buchwald, "The Playgoer", to discuss movie matters with silent screen star Lois Wilson March 23. . . .



Nancy Clancy, WINS' Gaelic sunshine-gal, has written 17 ditties all by herself. . . . Barbara La Marr, pulchritudinous vocalizing ex-ticket taker, getting more svelte every day. . . . The Twin Cities boast a femme current-event purveyor named Gertrude Lewis. . . . Gail Rees is the moniker of the new vocalizing optical treat who'll adorn the Lexington Grill with the Carl Ravell ork. . . . Francia White's big radio chance came when she "dubbed in" anonymously. . . . She was the Jenny Lind ghost voice in "The Mighty Barnum." . . . Advertising Women of New York held their most successful ball in years Friday night at the Hotel Billmore Roof. More than 1,200 advertising, magazine and newspaper folk were included among the guests.

RADIO PERSONALITIES

No. 16 in the Series of Who's Who in the Industry

GUSTAV KLEMM, program director of WBAL, Baltimore, started composing at age of 9. Wrote book and music, and conducted orchestra for three years while at Baltimore Polytechnic Institute. After graduation, went to Peabody Conservatory of Music where he received several scholarships. At 19, had written a great deal, plus one operetta and one musical comedy. Enlisted during World War and made bandmaster of Camp Holabird Band of 65 men. Toured Eastern seaboard and was known as youngest bandmaster in service. Joined editorial staff of Baltimore Evening Sun in 1921 as movie, dramatic and music critic. Started association with Victor Herbert whom he knew intimately until Herbert's death. When WBAL first went on air in 1925, Klemm was appointed to post of program director which he handled along with publicity and production—not to mention duties as staff accompanist and musical director. Conducted WBAL's Twilight Concerts for 2 years, one of station's earliest and most popular features. Press of work and growth of station finally made it necessary for Klemm to concentrate entirely on program direction. Has built and produced



Was a composer at age of 9.

hundreds of shows, musical, dramatic and "stunts." Has written articles for American Mercury, Travel, American Spectator, as well as all important musical magazines. Every "Big Time" artist sings his songs. His music has been used in many successful movies and radio shows. Recently requested by Enoch Pratt Library of Baltimore to present entire collection of his music to Fine Arts Department. Klemm feels that a good radio show is pretty much like a good song—both have to have showmanship, pace and cleverly devised climaxes.

ORCHESTRAS - MUSIC

VINCENT TRAVERS and his band, whose music comes over the NBC-Red airen Sunday nights at 11:15, has signed an exclusive contract with Brunswick to produce records under the Vocalion label. First release, now being marketed, is "Love is Good for Anything That Ails You," and "Was It Rain?"

The Freres Lombardo "went to town" again on Sunday with Guy introducing Carmen's latest efforts, titled, "Maybe" and "In an Inn by the Zuyder Zee" on his program over the CBS network.

Vincent Lopez and Tommy Cowan, the man who's responsible for his distinctive "Hello, Everybody," had a reunion the other day. Result being, the ivory-titillating maestro will again take the air over WOR Sunday March 21 at midnight.

Lou Shelley and Ork, now broadcasting over the Colonial network, will be aired via Mutual, effective this week. Shelley has just been signed by the Rockwell-O'Keefe office. Spot from which he broadcasts is the New Casino in the Hotel Brunswick, Boston.

Emery Deutsch, now broadcasting from the Rainbow Grill via NBC, has added a feminine voice to his male musical aggregation in the shape of Aurelia Colobon, Mexican

chanteuse. She warbles in her native tongue as well as in English.

"I'm on a Sit-Down Strike for Love" is the moniker of timely ditty penned by NBC employees Reginald Thomas and Oscar Turner. The theme, culled from front-page headlines, took them seven hours to set to music.

Maestro Horace Heidt, reading the musical omens as evidenced in the various recent polls, is taking a stand for sweeter music by adding three violins to his Brigadiers. The change will go into effect Monday, March 29th, on his 8 p.m. broadcast over CBS.

"Names" for WINS Frolic

Beginning today, the WINS Matinee Frolic, aired every Monday, 4:30-5 p.m. under the direction of Jack Bennett, will feature the music of name orchestras and performers under a deal between the station and Consolidated Radio Artists Inc. Present plans call for prominent guest from the ranks of the CRA every Monday. First to appear is Russ Morgan, today.

At The Rainbow Room
GLEN GRAY
and the
Casa Loma Orchestra
Management Rockwell-O'Keefe, Inc.
Radio City, N. Y. and Hollywood

New Accounts

CBS

American Tobacco Co., New York (Lucky Strike cigarettes), through Lord & Thomas, New York, STARTS Edwin C. Hill on 87 CBS stations, Mondays through Fridays, 12:15-12:30 p.m., on April 5. Repeat broadcast 2:30-2:45 p.m. to mountain and Pacific coast groups will not begin until May 3.

Lever Bros., Cambridge, Mass. (Rinso & Lifebuoy) through Ruthrauff & Ryan, Inc., New York, RENEWS "Al Jolson Show" for 52 weeks on 60 CBS stations, Tuesdays, 8:30-9 p.m., with repeat at 11:30 p.m., effective March 23.

National Biscuit Co., New York (crackers), through McCann-Erickson Inc., New York, STARTS "Twin Stars" on 66 CBS stations Sundays, 8-8:30 p.m., on March 28.

Ford Motor Co., Detroit, through N. W. Ayer & Son, Inc., New York, RENEWS "Watch the Fun Go By" 84 CBS stations, Tuesdays 9-9:30 p.m., repeat 12 midnight to 12:30 a.m., effective April 6.

NBC

Charles H. Phillips Chemical Co., New York (Phillips Milk of Magnesia tablets and toothpaste) through Blackett-Sample-Hummert, Inc., New York, STARTS "Lorenzo Jones" on the basic NBC-Red network, Mondays through Thursdays, 4:4:15 p.m., on April 26.

Ford Motor Co., Detroit, through N. W. Ayer & Son Inc., New York, RENEWS Rex Chandler on 60 NBC-Red network stations, Saturdays, 7-7:30 p.m., with repeat 11-11:30 p.m., effective April 10.

MBS

National Oil Products Co., Inc., Harrison, N. J. (Admiracion shampoo) through Charles Dallas Reach Advertising, Newark, STARTS "Tim and Irene Noblette" on 12 MBS stations (WOR, WGN, CKLW, WAAB, WBAL, WCAE, WGAR, KHJ, KFRC, KDB, KGB, KWK), Sundays, 6:30-7 p.m., on April 18. KWK joins the net on April 25.

McKesson & Robbins Inc., Bridgeport (Calox tooth powder), through Brown & Tarcher Inc., New York, RENEWS "Meadows Beauty Forum" on 7 MBX MBS stations (WOR, WGAR, WAAB, CKLW, WGN, KOIL, WHB), Thursday, 9:45-10 a.m., with repeat 10:30-10:45 a.m., effective April 8.

"BARON MUNCHAUSEN"

JACK PEARL

RALEIGH and KOOL CIGARETTES

WJZ-10 P. M. E.S.T.—Friday
NBC Network

Dir.: A. & S. LYONS, Inc.

HERE & THERE

LAMBDEN KAY received congratulations from far and wide last week on the 15th anniversary of WSB, Atlanta Journal station, Atlanta... WILLIAM McMENAMIN, assistant to Bob Ackerley at KOMO-KJR, Seattle, quit to accept a Frisco post... LEONARD BROWN has been made chief announcer at WMBH, Joplin, Mo.... JACK HENRY, studio manager of WBRY, New Haven, out for a few days due to a cold... MORELAND MURPHY, announcer at KCMO, Kansas City, laid up by sinus trouble.

CAMPBELL ARNOUX, g.m. of WTAR (Norfolk), back at desk after a week in New York... J. L. GREY, chief engineer of WTAR, returned from a looksee at the RCA plant in Camden... E. H. TAYLOR of Washington named chief engineer of KVOR, Colorado Springs CBS outlet, replacing JACK LOVELL, promoted to WKY, Oklahoma City... CHARLIE INGLIS of the KLZ (Denver) news staff interviewed Joe (Brown Bomber) Louis from the lounge room of his private car... KLZ receiving compliments from agencies and sponsors on its novel publicity ideas.

MARGIE KNAPP played a return guest date with Zeke Manners and his Gang Friday night and again received a big hand... the 12-year-old singer also has been making personal appearances... LEE KIRBY, announcer at WBT, Charlotte, is recuperating after several weeks in the hospital... RAY CONLON's original playlet, "The Ring," being aired over WMCA Thursday by the Radio Lab of N. Y. U... Another original, "Out of the Hat," by ED CLELAND of WINS, goes over that station Friday, with WBAL, Baltimore, doing it the following eve.

WINS baseball team, organized last year by O. H. Tunell, treasurer of Hearst Radio Inc., will have some semi-pros in the lineup this year... ARTHUR RODZINSKI, conductor of N. Y. Philharmonic heard over CBS on Sundays, received the Polish Gov't Legion of Honor medal for his musical work... BOB CARTER, HOWARD DOYLE, LARRY NIXON, FRANKIE BASCH and CHARLOTTE BUCHWALD, all of WMCA, spoke before 300 ad men at the Hotel Pennsylvania last week... DAVE DRISCOLL has written another original, "The Lady Fights," for Ethel Barrymore's NBC-Blue program Wednesday.

"Follow Moon" Adds WHO

Effective March 29, WHO, Des Moines, will be added to the list of stations now airing script serial entitled "Follow the Moon," sponsored by Jergens Woodbury Sales Corp. (soap) and is heard Monday through Friday from 4:30-4:45 p.m. over the NBC-Red network. Addition of WHO brings the total number of stations carrying show to 48. Lennen & Mitchell, Inc has the account.

NEW PROGRAMS—IDEAS

Nut Morning Show Clicks

Louisville—WGRC is airing a new morning novelty that rings the bell for program showmanship. It's titled "Git." Bill Sherman, WGRC chief announcer, and Bob McIntosh, program manager, handle the show.

Three alarm clocks are given away each morning to the listeners writing and guessing the correct time the alarm clock pops off. The clock alarms three times during the hour show, which is on the air 7-8 a.m.

Swing music is the only tempo used. However, once in a while a hillbilly, slow or classical number is started, but it is almost immediately jerked off the air and the record is broken into bits all of which, including the chatter, goes out on the air.

The Boys have all kinds of horns, bells, whistles, chimes, or anything that they can buy at a ten cent store or lay their hands on to make enough noise to "Git" everybody up. The show starts something like this, "Bells ringing, Horns blowing, Bosse mooin, and chatter of this type." "Get up, Get going, you'll be late for work, Git breakfast, Git out, Don't forGIT your wallet, and a lot of other fast clip chatter.

Its absolutely a "nut" show with plenty of good music and from the

500 Stations Get M-G-M Film News

Metro-Goldwyn-Mayer's weekly release of Hollywood news items, including chatter about stars and films, prepared exclusively for radio broadcasting, is now being sent to a total of 500 radio stations. Some of the material is even being aired by short wave to radio-movie fans in foreign countries.

Ed Turner Jr. Promoted

Knoxville—Edward T. Turner Jr., formerly of WNOX's continuity staff, has been promoted to publicity director of the station. Turner will continue to devote some of his time to continuity. Other personal additions at the station include James M. Foster to continuity, J. C. Hammond to secretarial staff, Charles McMahon has been promoted to the sales force from announcer staff, and Eugene McGhee has joined the station's program department.

Alva DeMarks Married

Birmingham — Alva DeMarks known over several southern radio stations as the Dixie Humming Bird has taken the wedding vows. She was married recently to Jim Brooks, non-pro.

Molinar Opens N. Y. Office

Molinar Inc. (perfumes) has established an office in New York and appointed the United States Advertising Corporation to handle its account. Radio will be used, but probably not until next fall.

growing size of the mailbag each day it looks like a sure "natural." If its a rainy day attention is called to the fact to drive slowly and watch the slick streets. Don't forget your raincoat, umbrella and rubbers. If it's a sunshiny day the old pep and ginger is piped all the time.

"Family Man" Makes Friends

East St. Louis, Ill.—"The Family Man," a new type of program combining music, vocal choruses, poetry and the grip of an original continued narrative story, presented by Woody Klose, program director of WTMV, each weekday, 9:30-9:45 a.m., is rapidly adding friends. Klose portrays himself as a successful doctor with three motherless children coming to the microphone each day to chat about his home, the activities of his family, and his experiences as a doctor. He talks, too, about his desire for his children's happiness, about their need for a mother, and also reads the poetry that he discovers in his late-at-night reading. Then, when organist Paul Godt, who supplies background for "The Family Man," happens to play some favorite melody, he may sing or whistle a chorus or two — depending either on the mood of that particular program or on his own feelings at the moment.

New Biz at WBT

Charlotte, N. C. — Recent newly signed business at WBT includes: Sherwin-Williams Paint, weekly announcements, 52 weeks; Rexall Drugs, five 15-minute programs; American Oil, through Joseph Katz agency, Baltimore, weekly announcements and transcriptions, 52 weeks; Roi Tan Cigar, seven time-signals weekly, 13 weeks; Webster-Eisenlohr (Cinco Cigar), through N. W. Ayer, seven time-signals, 13 weeks.

Fur Firm Plans Show

Philip A. Singer & Bro., Inc. (fur dyeing and processing) are now considering a special radio show to be aired in conjunction with its spring and summer advertising campaign. No details of the show are as yet available. Albert Frank-Guenther Law Inc. has the account.

Disaster Changes Benny Script

School disaster in New London, Texas, resulted in an immediate decision to change the scheduled Jack Benny program script which called for a school day recollections by Benny and the Mayor of Waukegan.

Rewritten script and rehearsals for last night's show, not only changed the Benny program but precluded Benny making a guest visit on the Stoopnagle and Budd program.

Rit Starting Disk Series

Rit Products Co. (Koolox shaving cream) will launch a series of WBS one-minute dramatized announcements on an unannounced list of stations, beginning March 25. H. W. Kastor & Sons Advertising Co., Chicago, placed the account.

GUEST-ING

RICHARD CROOKS will appear on the Ford Sunday Evening hour March 28. Alexander Smallens will conduct the orchestra.

EDDIE DOWLING and RAY DOOLEY will appear on Joe Cook's Shell program March 27, having been set by Bernie Foyer.

VIENNA CHOIR, in addition to Ethel Barrymore, will be on Lanny Ross, Show Boat March 25.

TYRONNE POWER heads the Rudy Vallee Variety Hour this Thursday.

JACKIE HELLER will appear with the Pittsburgh Varieties from KDKA tomorrow evening.

ZEKE MANNERS and his gang guesstar on Al Pearce's show over CBS tomorrow night.

ETHEL BARRYMORE will be interviewed by Nellie Revell at 5 p.m. March 30 over the NBC-Red.

New Studios of WHBF Have Gala Dedication

(Continued from Page 1)

on March 9, was attended by hundreds of people.

During construction of the Rock Island studios, the station's headquarters were made in the Moline studio, which was opened last July in the Fifth Avenue Building. All equipment and offices originally were in the Harms hotel, Rock Island, but that location was vacated, except for transmitter, when the Moline studios were opened. For some time a studio has been maintained in the Hotel Blackhawk, Davenport, and now WHBF is offering its facilities to all three cities with a maximum of convenience to local speakers and artists.

All the station's departments are now housed in the new Rock Island studios, covering 2,000 square feet. The studios are attractively furnished throughout with chromium plated, tubular furniture and so arranged that studio operations and control room are visible from the lobby and reception room. All mechanical equipment is supplied by RCA.

WHBF is owned by the Rock Island Broadcasting Company, an affiliate of The Rock Island Argus. Ben H. Potter is president, Marguerite F. Potter, vice-president, and John W. Potter, secretary and treasurer. The chief executives of the WHBF organization are Ivan Streed, production manager, Maurice Corken, sales manager and Ernest J. Gray, chief engineer. Cervin & Stuhr, Rock Island architects, designed the studio layout.

Revive "Story of Song"

CBS network will revive the "Story of the Song" series on April 6, presenting the program Thursdays 3:30-4 p.m. Prominent concert artists will be featured, starting with Colette D'Arville and Benjamin De Loache on the first program, followed by Fritz Lechner on April 13, Edith Varley and Eugene Loewenthal on April 20, and Lillian Knowles and Hubert Hendrie on April 27.